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MEDIA INVITATION

What:

Fun 'n FITchburg's Trolley Tour of Parks in Fitchburg

When / Where:

August 2, 2010

Meeting at Fitchburg City Hall at 3 pm

Trolley tour 3 – 4:30 pm

Who:

Fitchburg's Community Mobilization Network

Background:

Fun 'n FITchburg is an initiative committed to reducing obesity in Fitchburg's youth via policy, system, and environmental changes around opportunities for healthy eating and physical activity made possible by funding from Mass in Motion and the Robert Wood Johnson Foundation as part of Healthy Kids, Healthy Communities. Carrying out activities as part of Fun 'n FITchburg are a diverse group of community stakeholders from the private and public sector, known as Fun 'n FITchburg's Community Mobilization Network (CMN). Over the past year the CMN has been assessing Fitchburg's strengths and needs in regard to active living and healthy eating.

Over the next year our CMN will be carrying out activities as part of a Community Action Plan to make sustainable changes via four strategies that increase opportunities for healthy eating and active living. One of these strategies includes making existing parks and trails safer and more accessible to the public. To facilitate the process, the City Recreation Department including the Chairman of the Parks Board has offered to lead a tour of the Fitchburg parks system comprised of over 40 parks via the MARTA trolley for members of Fun 'n FITchburg's CMN. Information gleaned will be used to develop activities known to deter crime and make Fitchburg parks more sought-after spaces for youth and families in Fitchburg.